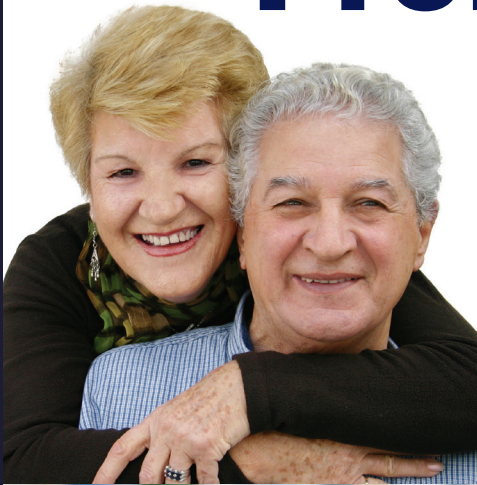


*10 Essentials You Need to  
Know about*

# **Hearing Aids & Hearing Professionals**



*Discover:*

*Whether hearing aids  
can help you*

*How to find a competent  
hearing professional*

*What to expect from  
today's hearing  
technology*

*Presented by:*

*Jeff Grama, MA, FAAA, Clinical Audiologist  
Hearing Aid Services of Hollywood*

*serving the greater Los Angeles area since 1940*

# **10 essentials you need to understand about hearing aids & hearing professionals**

1. *When is it time for you to have your hearing tested and be evaluated for hearing help?*
2. *Do hearing aids have to be seen by others?*
3. *Entry-level versus top-of-the-line digital hearing aids*
4. *What today's hearing aids can and cannot do*
5. *Audiologists versus hearing aid dispensers*
6. *How to find a competent hearing professional*
7. *What you should expect on your first visit*
8. *Hearing professionals must understand the latest technology to be able to work with you effectively*
9. *Fitting and adjusting hearing aids properly makes all the difference*
10. *What you should demand from your hearing professional*

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## **# 1: When is it time for you to have your hearing tested and be evaluated for hearing help?**

*Since hearing loss usually has a slow onset, it may go unnoticed by the person it afflicts. Often, family or friends will be the first to suspect a problem because they will realize they frequently have to repeat what they say to you. Ask yourself these questions. Do you find yourself trying to see faces to help you understand? Is the volume control on your television adjusted to a level that is too loud for others? Do you find it is almost impossible to communicate in noisy environments? These are classic signs of a significant hearing problem. A hearing test is quick and painless. The results will reveal the severity of your hearing loss and enable the hearing professional to recommend the options best suited for you.*

## **# 2: Do hearing aids have to be seen by others?**

*You likely don't want to advertise that you have a problem with your hearing. Modern circuitry is so small that it allows most people to wear hearing aids that are nearly invisible. There are two options for those who have a hearing loss and don't want others to notice: micro BTEs and completely-in-the-canal (CIC) hearing aids. Both are about the size of your fingertip. Micro BTEs are hidden behind the ear and CICs rest deeply within the ear canal. People whose hearing loss ranges from mild to severe are candidates for these hearing aid styles.*

## **# 3: Entry-level versus top-of-the-line digital hearing aids**

*Users of all types of digital technology experience remarkably better speech understanding in background noise with no discomfort from loud environmental sounds. Entry-level products offer good value and are likely to be just what many people need. These hearing aids use three to five frequency adjustment channels, two to three manually selected programs and omni-directional microphones, which enable the audiologist to customize the response of the hearing aids to the individual's hearing loss. In comparison, top-of-the-line digital hearing instruments feature sixteen to twenty frequency adjustment bands, automatic directional microphones, noise reduction and feedback control circuitry, and four to five automatic programs. The result is superior performance and adjustability, especially for difficult listening situations. Typically, audiologists charge \$1,200 to \$1,800 for each entry level product and at least twice as much for premium instruments.*

## **# 4: What today's hearing aids can and cannot do**

*Hearing aids cannot restore normal hearing. They can be adjusted to provide the appropriate volume so your ears have normal sensitivity for speech, music and the other sounds of life. No hearing instrument can completely eliminate background noise. However, digital noise reduction circuitry and directional microphones electronically reduce interfering noises. This significantly improves your understanding in noisy environments.*

## **# 5: Audiologists versus hearing aid dispensers**

*Audiologists hold advanced degrees from accredited universities and have special training in the identification, assessment and non-medical treatment of hearing disorders. They must complete a full-time internship, pass a demanding national competency examination and be licensed by the State of California. By virtue of their graduate education and professional certification, audiologists are the most qualified individuals to provide hearing rehabilitation services. The only requirements for hearing aid dispensers are a high school diploma and a passing score on a state exam.*

## **# 6: How to find a competent hearing professional**

*All professions have individuals with varying degrees of competency. Proficient audiologists have the following attributes:*

- *The knowledge and training to understand your hearing problem.*
- *A broad range of experience with all types of hearing problems.*
- *Excellent communication skills and the ability to make you feel confident and comfortable.*
- *The ability to adapt the technology to your specific needs. Carrying a wide range of products is essential because all hearing losses are unique and no one manufacturer has the technology to meet everyone's needs. For example, HMO providers and large retail chains offer hearing instruments from only one or two manufacturers. Although the hearing professional himself may be competent, he could lead you to purchase a product that is not optimal for your situation.*

*When first contacting an audiologist, question him about his training and how long he has been in practice. Note how he communicates and whether he makes you feel at ease. Ask what manufacturers he uses. The answers to these questions will help you to decide whether to make an appointment.*

## **# 7: What you should expect on your first visit**

*Expect to spend about one hour at your initial visit. The audiologist will test your hearing and visually inspect your ears to make certain there are no medical contraindications (medical conditions that would make our services inadvisable) for the use of hearing instruments. He should provide a full explanation of the degree and ramifications of your hearing*

loss.

*The audiologist will ask for information about the following:*

- *How is the hearing loss affecting your life and interactions with others?*
- *Where do you have difficulty hearing and what sounds are bothersome to you?*
- *Do you have physical dexterity limitations?*
- *Do you have a visual impairment?*
- *How active is your lifestyle?*
- *Do you encounter noisy situations regularly?*
- *What are your concerns about visibility and use of hearing aids?*
- *Are there financial limitations that must be considered prior to selecting hearing aids?*

*If you currently wear hearing aids, they should be examined for fit and acoustic performance.*

*The California law requiring a 45-day trial period, with full refund, must be explained to you. All fees and costs should be fully disclosed before you agree to purchase hearing instruments.*

*You should expect your audiologist to listen to you, question you when additional concerns arise and provide answers for those concerns. He should refer you to his web site and/or provide you with an office brochure to familiarize you with his practice.*

## **# 8: Hearing professionals must understand the latest technology to be able to work with you effectively**

*Your audiologist must keep current with the latest innovations in computer software developed by the manufacturers. By receiving frequent continuing education, he can master the new theoretical and research applications generated by the hearing industry. The result is cutting-edge competence that allows him to maximize the performance of your hearing instruments.*





## **# 9: Fitting and adjusting hearing aids properly makes all the difference**

*In order to use the latest technology, the audiologist must test many parameters of your hearing. In addition to routine tone and speech tests, he must perform measurements of comfortable and uncomfortable loudness levels for tones and speech. These tests define the usable range of your hearing, from very soft to very loud, and are essential in order to make sure the hearing instruments are functioning within that usable range. If these tests are not performed, the audiologist is simply guessing as to how the instruments should be programmed. The resulting fitting will be inferior and the benefit you receive from the hearing aids will be less than optimal.*

*At the time you receive your hearing aids, your audiologist will make certain the units fit properly, both physically and acoustically. He should adjust the hearing aids in adverse listening situations, such as recorded traffic and restaurant noises. All aspects of the use and care of the hearing instruments must be explained during this initial fitting. Finally, your understanding should be verified by asking you to demonstrate how to handle, insert and clean the hearing aids.*

## **# 10: What you should demand from your hearing professional**

*You should demand that he has a professional demeanor, is technically up to date, is attentive to detail and is willing to spend the time it takes to do the job right. Moreover, he should listen to you and encourage you to ask questions about your hearing problem. It is essential for him to explain the realistic expectations you should have about the correction of your hearing impairment and the long-term ramifications of your hearing loss. Expect his office staff to be courteous, efficient and attentive to your needs.*

*After you've received your hearing instruments and the fitting process is complete, the office staff should schedule semi-annual follow-up visits. This will ensure that the hearing instruments are working properly and have the latest version of software installed.*



## What you can expect from Hearing Aid Services of Hollywood



*When you contact us, we'll spend as much time as you need to thoroughly answer your questions. On your first visit, you'll receive a comprehensive examination from Jeff Grama, M.A., an audiologist with 34 years experience. Mr. Grama has completed over 300 hours of digital hearing technology training, holds more than 40 certifications from leading hearing aid manufacturers and has fit over 3,500 digital hearing instruments. Patients receive maximum benefit because he chooses the right product based on their degree of hearing loss, lifestyle and budget. He selects the appropriate instruments from a variety of leading manufacturers, including Widex, Oticon, Phonak, GN ReSound and Siemens.*

*Contact us today, mention this report and we'll provide you with a free hearing screening!*

## Hearing Aid Services of Hollywood

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### Notes
